

Station WOOD-TV GRAND RAPIDS, MI.
Advertiser () .UPTON FOR ALL OF US
Product MI-6
Estimate# 3460
Buyer NMRPP MediaAssistant
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNNING
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 226/406/3460
Flight Dates 10/22/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	11	TH	4P-5P	ELLEN	:60	\$800.00	11/01-11/01	1	1	1	\$800.00	
Rating: 2.5												
	12	M	4P-5P	ELLEN	:60	\$800.00	11/05-11/05	1	1	1	\$800.00	
Rating: 2.5												
	13	W	530P-6P	NEWS8 AT 530PM	:60	\$1,350.00	10/24-10/24	1	1	1	\$1,350.00	
Rating: 6.4												
	14	M	530P-6P	NEWS8 AT 530PM	:60	\$1,350.00	10/29-10/29	1	1	1	\$1,350.00	
Rating: 6.4												
	15	W	530P-6P	NEWS8 AT 530PM	:60	\$1,350.00	10/31-10/31	1	1	1	\$1,350.00	
Rating: 6.4												
	16	M	8P-10P	THE VOICE	:60	\$4,000.00	10/29-10/29	1	1	1	\$4,000.00	
Rating: 7.0												
	17	M	8P-10P	THE VOICE	:60	\$4,000.00	11/05-11/05	1	1	1	\$4,000.00	
Rating: 7.0												
	18	SA	1130P-1A	SAT NITE LIVE	:60	\$1,200.00	10/27-10/27	1	1	1	\$1,200.00	
Rating: 3.7												
	19	SA	1130P-1A	SAT NITE LIVE	:60	\$1,200.00	11/03-11/03	1	1	1	\$1,200.00	
Rating: 3.7												

---REPORT TOTALS---

Report Totals: 19 / \$27,050.00

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---SALES MONTHLY TOTALS---

Oct 12: 6 / \$6,750.00

Nov 12: 13 / \$20,300.00

Sales Totals: 19 / \$27,050.00

Station Totals: 19 / \$27,050.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$27,050	CATV	0%	WOOD	100%	WOTV	0%	WWMT	0%	WXMI	0%
		WXSP	0%	WZPX	0%	WZZM	0%				

---COMPETITIVE COMMENTS---

WILL ADD COMP

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE